

CLAIM AMENDMENTS

IN THE CLAIMS

This listing of the claims will replace all prior versions and listings of claims in the application or in any previous office action response or other amendment:

1. (previously canceled).

2. (**currently amended**) A method of providing web content to users, the method comprising:

collecting user data, wherein the user data includes Internet service type data **indicative of a bandwidth of including data identifying the** an Internet service **of the user as a broadband service;**

receiving requests for web content from a subset of the users;

accessing portions of the user data corresponding to each of the users in the subset;

grouping users in the subset into user models wherein said grouping is determined, at least in part, by ~~said Internet service type data~~ **whether the Internet service of the user is a broadband service;**

selecting web content formats corresponding to the user models; and

downloading the web content to a specific user according to a web content format selected for a specific user model wherein the specific user was grouped into the specific user model.

3. (previously presented) The method of claim 2, wherein the user models are selected from the group of models consisting of a cost focused model, a savings focused model, and a technology focused model.

4. (previously presented) The method of claim 3, wherein said grouping comprises grouping a user to the cost focused model when the user data indicates that the user is more concerned with cost control than with new services or features and grouping the user to the technology focused model when the user data indicates that the user is more concerned with new services or features than with cost control.

5. (previously presented) The method of claim 4, wherein the web content format corresponding to the cost focused model includes content that emphasizes cost savings and the web content format corresponding to the technology focused model emphasizes new services or features.

6. (previously canceled).

7. (original) The method of claim 2, wherein at least one of the web content formats is a cost focused format.

8. (original) The method of claim 2, wherein at least one of the web content formats is a technology focused format.

9. (original) The method of claim 2, wherein the web content format determines at least the arrangement of the web content.

10-11. (previously canceled).

12. (previously presented) The method of claim 2, wherein said grouping occurs while the users are on line to the web site.

13. (previously presented) The method of claim 2, wherein said collecting occurs for a particular user while the particular user is on line to a web site associated with the requests for web content.

14. (**currently amended**) A system for providing web site content to a user, the system comprising:

a web site host operable to:

access a customer data database operable to store user data indicative of users' consumer preferences, wherein the user data includes Internet service type data ~~indicative of a bandwidth of~~ **including data indicating whether** an Internet service **of the user is a broadband service**;

access a models database operable to store a number of customer models; and

access a web content database operable to store a number of alternative web content formats for the web site;

receive an identifier of a user that requests web content from the web site;

assign the user to a group based at least in part on ~~the Internet service type data~~ **whether the Internet service of the user is a broadband service**;

select a web content format based at least in part on the assigned group, and

download the requested web content in the web content format selected for the assigned group.

15. (original) The system of claim 14, wherein the models database stores one or more customer models from the following groups: cost focused, savings focused, and technology focused.

16. (previously presented) The system of claim 14, wherein the web content database stores one or more web content formats from the following groups: cost focused, savings focused, and technology focused.

17. (original) The system of claim 14, wherein the web site host is operable to collect customer data during visits of customers to the web site.

18. (original) The system of claim 14, wherein at least one of the web content formats is a default format.

19. (previously presented) The system of claim 14, wherein the web site host assigns the user to the group while the user is on-line to a web site.

20. **(currently amended)** A web hosting computing device for providing a web site, said computing device configured to:

identify users associated with requests for content to the web site;

determine Internet service type data associated with the requests, wherein the Internet service type data associated with a specific request indicates **whether** an Internet **bandwidth service** associated with a user associated with the specific request **is a broadband service**;

assign a specific user to a user group based, at least in part, on **whether** the Internet **bandwidth service** associated with the specific user **is a broadband service**; and

respond to a request from the specific user by providing the content in a web site format associated with the assigned user group.